

Sales & Marketing: Sponsorship Services/Activation
SPONSORSHIP AND GROUP SALES MANAGER - Berglund Center (Roanoke, VA)



Title: Sponsorship and Group Sales Manager
Company: Global Spectrum
Location: Berglund Center (Roanoke, VA)
Status: Full-Time; Salary + Commission
Reports to: Director of Marketing, AGM and GM
Supervises: None
Closing Date: Open Until Closed / Filled

Job Summary: The Sponsorship and Group Sales Manager will be responsible for working with the Director of Marketing to oversee and execute the advertising sales effort on behalf of the Berglund Center. This position will assist in selling corporate sponsorships for pre-event parties, program advertising, signage, and creating, organizing, and implementing group promotions to sell blocks of tickets and event packages. A secondary function of the job function will be assisting in marketing tasks such as developing public relations, creating and maintaining a database, and sales reports relative to corporate and event sales.

Qualifications:

- Bachelor's degree from an accredited college or university with major coursework in business management or administration, marketing, public relations, communications or other related field.
- Previous sales and/or advertising experience.
- Demonstrated proficiency in Microsoft Office applications, CRM software, graphic design, and navigating the Internet.
- Ability to work nights, weekends, and select holidays as required, in addition to traditional business hours.
- Strong oral and written communication skills in the English language.

Job Functions:

- Responsible for overseeing all aspects of sales, including prospecting, solicitation of new business, and cultivating relationships with businesses and organizations throughout the Roanoke Valley and Southwest Virginia.
- Responsible for creating and making sales presentations for the Berglund Center and events.
- Responsible for recruiting and managing interns when needed.
- Responsible for selling signage inside the venue to maximize client exposure to guests attending events.
- Selling group tickets to a variety of events including but not limited to Broadway shows, spectacle events (Walking with Dinosaurs, Cirque du Soleil), family shows, special events and dinner packages.
- Develop and implement group sales plans and budgets for Broadway in Roanoke, family shows, and selected events that offer a groups discount.
- Manage the creation and implementation of sales related collateral pieces.
- Develop sales summaries and invoices for event settlements.
- Track and manage weekly sales reports for corporate use.
- Responsible for creating new revenue streams for the Berglund Center.
- Perform duties and responsibilities as assigned.
- Event day responsibilities as required
- Create event or season recaps for corporate partners.
- Responsible for coordinating and executing all aspects of corporate partnership fulfillment.
- Track sales inventory throughout the season.

To APPLY: <http://comcast-spectacor.teamworkonline.com/teamwork/r.cfm?i=73350>